



# Sony Pictures Networks India (SPN) and WWE® Announce Exclusive New Weekly Hindi Show, WWE Sunday Dhamaal

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MUMBAI, India & STAMFORD, Conn.--(BUSINESS WIRE)-- Sony Pictures Networks India (SPN) and WWE (NYSE: WWE) today announced the launch of a new weekly show in Hindi, *WWE Sunday Dhamaal*, featuring the best action and family-friendly entertainment from WWE's flagship programs *Raw*® and *SmackDown*® beginning this Sunday, June 25 from 6:00 p.m. to 8:00 p.m. on Sony MAX, India's number one movie channel.

*WWE Sunday Dhamaal* will be presented by well-known television personalities Salil Acharya and Madonna Tixeira and include exclusive features giving Indian fans a unique, localized WWE experience beyond *Raw* and *SmackDown* each week.

Fans will be able to engage with *WWE Sunday Dhamaal* through social media in a segment called Debate of the Week. Viewers can share their opinions on Facebook and Twitter, and the best posts will be displayed on-air. The weekly show will also include trivia contests with chances to win WWE merchandise. WWE fans from the world of sports and Bollywood will also appear as special guests.

*WWE Sunday Dhamaal* replaces *Raw Sunday Dhamaal* and will air in Hindi on Sony MAX and in English on TEN 1 and TEN 1 HD on Sundays at 10:00 a.m.

"WWE fuels the most dedicated audience around the world and has a huge fan following," said Mr. Neeraj Vyas, Senior EVP & Head, MAX cluster of channels and Channel SAB, SPN. "With Sony MAX's mass appeal and wide reach, and with action entertainment gaining immense popularity among the audience, we made the decision to telecast *WWE Sunday Dhamaal* on the channel. WWE has had a long-standing connection with India, and we are sure the show will enjoy a good following."

"We are excited to partner with Sony Pictures Networks India to bring our passionate fans new and localized content featuring all their favorite WWE Superstars," said Mr. Sheetesh Srivastava, Vice President & General Manager, WWE India. "*WWE Sunday Dhamaal* gives our massive fan base in India a customized version of WWE's blend of action-packed, family-friendly entertainment from *Raw* and *SmackDown* every week."

## **About Sony Pictures Networks India (SPN)**

Sony Pictures Networks India (SPN), is a subsidiary of Sony Corporation which owns and operates the Sony Entertainment network of television channels.

SPN comprises of 29 channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; MAX 2, another Hindi movie channel showcasing great Indian Cinema; MAX HD, a high definition Hindi movie channel airing premium quality films; WAH, the FTA channel for Hindi movies; SAB and SAB HD the family-oriented Hindi comedy entertainment channels; Sony PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library; PIX and PIX HD, the English movie channels; LePlex HD showing critically-acclaimed Hollywood films; AXN and AXN HD, the action and adventure-oriented English entertainment channels; Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, AATH, the Bangla movie channel; MIX a refreshing Hindi music channel; ROX HD, a channel for contemporary Hindi music; Sony SIX, Sony SIX HD, SONY ESPN, SONY ESPN HD, TEN 1, TEN 1 HD, TEN 2, TEN 3, TEN Golf HD – the cluster of sports entertainment channels; YAY!, the kids entertainment channel; SonyLIV - the digital entertainment VOD platform, SPN Productions, the networks' film production arm and Sony Pictures Networks Distribution Pvt Ltd. (SPND) that distributes the networks television channels across different genres and languages through multiple content delivery platforms. SPN reaches out to over 700 million viewers in India and is available in 167 countries.

The network has been awarded the elite title of 'Aon Best Employers India' in the 2017 edition in recognition of SPN's unique workplace culture and exceptional people practices.

Sony Pictures Networks India is in its 22<sup>nd</sup> year of operations in India.

## **About SONY MAX:**

SONY MAX, India's premier Hindi Movie channel, backed by Sony Pictures Television (SPT) is a part of Sony Pictures Networks India (SPN), one of India's leading television network. SONY MAX provides its viewers with the biggest and best of Hindi Movies and Special Events. The channel brings to its viewers a complete entertainment package with blockbuster hits and the biggest cricketing extravaganza, the Indian Premier League (IPL). MAX has pioneered programming concepts like Extraaa Innings for cricket and Extraaa Shots for movies. The channel stands for innovation and distinctiveness, be it its content, its marketing initiatives or the brand itself. Housing one of the biggest library of movies, the channel reaches out to movies buffs across generations from Hindi speaking markets with a tagline "Deewana Bana De". The channel is viewed by more than 186 million viewers every week across Hindi speaking markets. For more information please log on to <http://www.sonymax.tv/>

### **About WWE**

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo. Additional information on WWE (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>



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